

## New developments for Leicester

A new initiative to support the recovery and growth of the City and County's business tourism market was recently launched. Meet Leicester is a new public private sector partnership of over 40 conference and meetings venues based in and around Leicester and Leicestershire, targeting the business events and conference market.

Its not just the partnership that is new to Leicester. The newest hotel arrival is the Novotel and Adagio hotel complex which opened in February 2020. The complex comprises a 154-room hotel with executive, junior suites, a presidential suite and a 98-room aparthotel. There is meeting and conference space for up to 200 delegates. The hotel complex is situated in Great Central Square opposite Highcross shopping centre anchored by John Lewis and a vibrant leisure and dining area.

There are other new city centre venues on the horizon too including The Gresham, currently undergoing a £17 million refurbishment. The 121-room aparthotel in a Grade II listed Victorian building is now open for bookings ahead of its opening in autumn this year. The 1 and 2 bedroom apartments, located in the city centre, are complemented by a lobby bar, retail, restaurant, high-end fitness suite, work space and conference room. The Travelodge have also invested in a new hotel adding to the breadth of accommodation in the city centre.

Meanwhile the Hotel Brooklyn is well underway and will open in the summer 2022, located beside the expanded Welford Road Stadium, home of the famous Leicester Tigers rugby team. The £22m project will see the construction of a five-floor, 183 room hotel, with 3,300 square metres of reception, lounge and dining areas, as well as a business centre, retail and lobby areas. The facility will also house a fitness suite, restaurant, fifth-floor 'sky bar' and underground car park.

Its not only hotels that are investing in Leicestershire, The Everards Brewery has just opened a fantastic new beer hall at its headquarters on the Everards Meadow site, set in 70 acres of green space, giving customers the chance to eat, drink and shop with brewery tours to come soon too.

Photographs: The Gresham

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Note: The Business Tourism service is funded by Leicester City Council, Leicestershire County Council and the Leicester & Leicestershire Local Enterprise Partnership.

For further information please contact Samantha Hall, Business Tourism Manager at Meet Leicester

[www.meetleicester.co.uk](http://www.meetleicester.co.uk) | [samantha.hall@leicester.gov.uk](mailto:samantha.hall@leicester.gov.uk) | 0116 4546150 m: 0776 2416981 |

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